

A photograph of St. Patrick's Cathedral in Dublin, Ireland, at night. The building is illuminated with bright blue lights, highlighting its classical architecture, including the central dome and the portico. The sky is a deep twilight blue. In the foreground, there is a paved plaza and a green lawn. The names 'Judith Cassidy' and 'David Wood' are overlaid in white text in the top right corner.

Judith Cassidy
David Wood



Tourism Ireland

MARKETING PLANS 2025

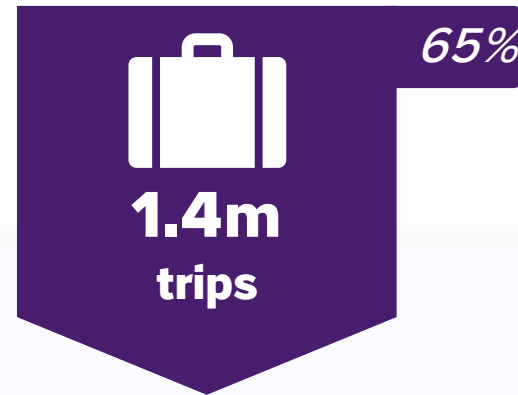
Great Britain

Why the GB market matters

Northern Ireland
2023 – GB



Average spend per trip
£322



Average spend per night
£78



Average stay
4.1 nights

Why the GB market matters

Key holiday needs:

- Exploring new places, landscapes and cultural activities – 80%
- Disconnecting, unwinding and enjoying special moments together – 71%
- Building lasting memories with those closest to me – 66%
- Enjoying energetic and fun experiences – 36%
- Catching up with family or old friends – 32%

Drivers to visiting Northern Ireland:

- Never been before / somewhere new – 24%
- Sightseeing / tourist attractions – 15%
- Beautiful landscapes and scenery – 14%
- Family and friends there – 12%
- Great culture – 5%
- Rich history – 5%

GB KEY MOMENTS 2025

Jan-Mar

TradFest

Fill your heart with Ireland campaign

Celtic Connections, Glasgow

St Patrick's Day

British Tourism & Travel Show, Birmingham

Apr-May

Fill your heart with Ireland campaign

Golf promotion in run-up to The Open at Royal Portrush

Shared Island media partnership

Golf B2B workshop, Edinburgh

June-Aug

Slow Tourism Month

Advertising and publicity around The Open

A Taste of Ireland B2B event, Glasgow

Luxury B2B workshop, London

Sep-Dec

Fill your heart with Ireland campaign

BMW PGA Championship

Home of Halloween campaign

World Travel Market

Ireland Meets the West End

Shared Island campaign

Kickstart campaign for 2026

Inspiring Visitors



Inspiring Visitors

Fill your heart with Ireland campaign

- Drive awareness and consideration

Channels

- TV, BVOD, SVOD, social and digital

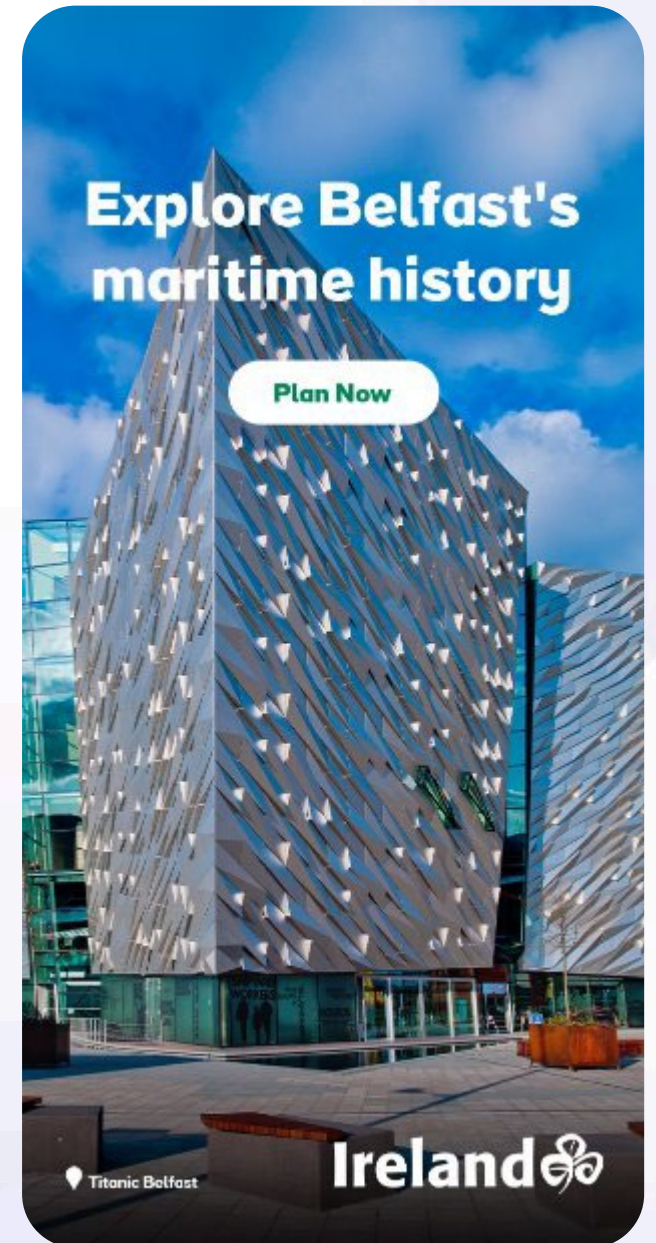
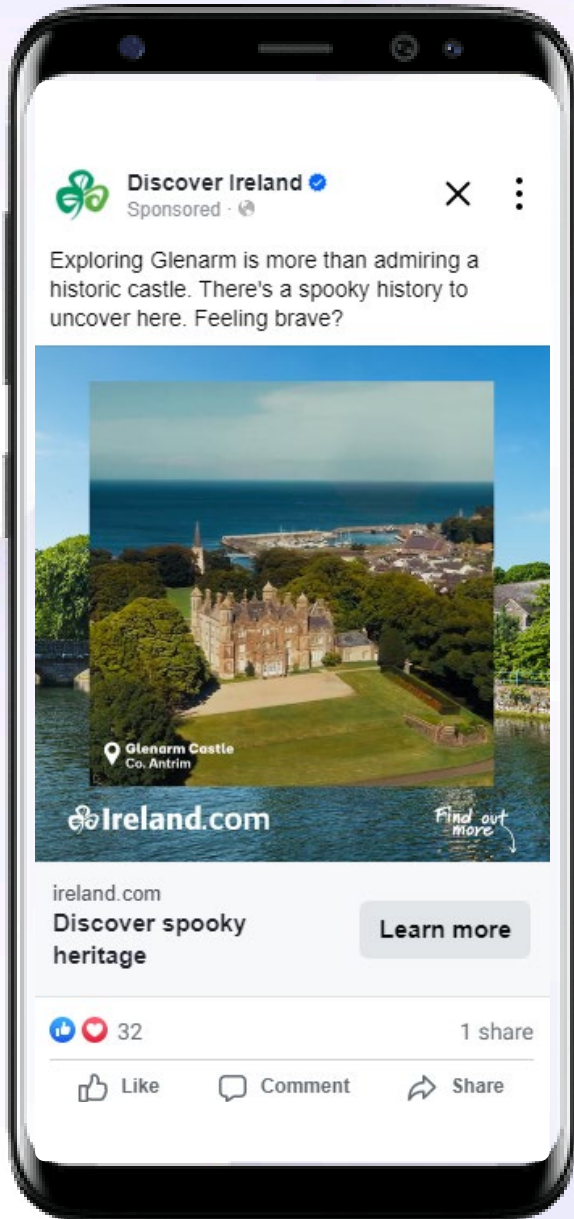
Timings

- Kickstart: 24th – 31st December
- Burst 1: Jan – May 2025
- Burst 2: Sept – Nov 2025

Target:

230m

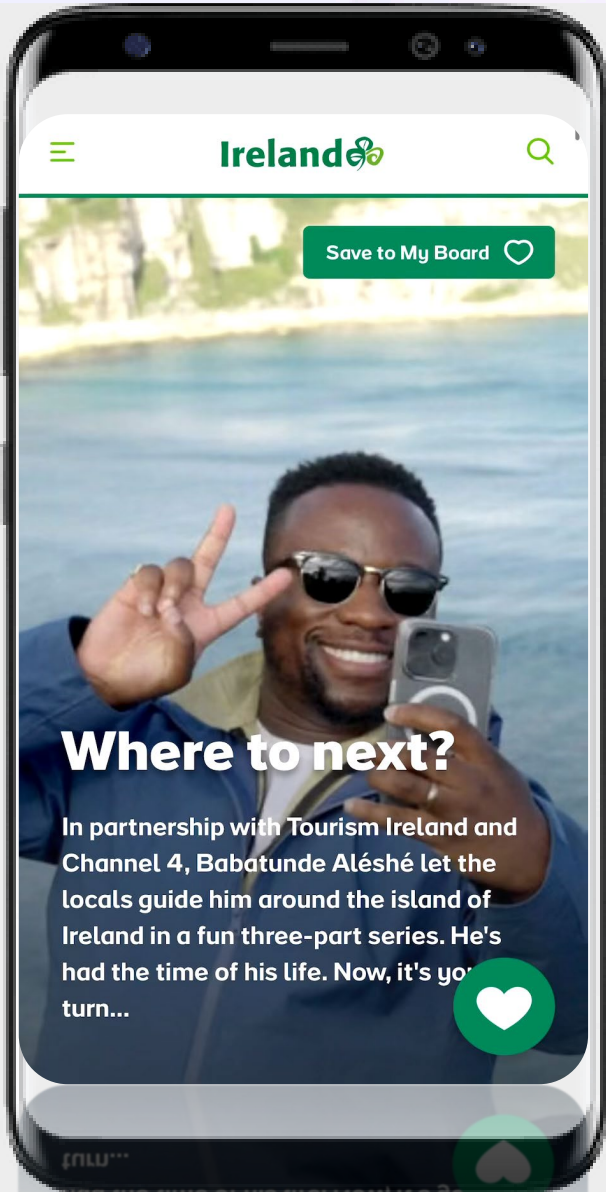
Opportunities
to see



Inspiring Visitors

Media partnerships: Where to next?

Digital-first mini-series on Channel 4 platforms – C4 Streaming, TikTok, Instagram, Facebook and YouTube.



>7m
Opportunities to see (YTD)



Inspiring Visitors – Publicity

Travel UK

It was Christmas Day of 1987 when my obsession with the Titanic began. My grandfather, Jim Jackson, a navy man with many daring seafaring tales of his own, was given an early edition of *The Discovery of the Titanic* written by Dr Robert Ballard, who had found the wreck in the Atlantic two years before. Something about the grainy pictures of boilers and bows, combined with the tale of the unlucky liner sinking on its maiden voyage to New York in April 1912, sparked my six-year-old imagination. Grandad Jim never did get his book back – I still have it – and I've been a committed "Titanic" ever since.

That's why, nearly four decades on, I'm back at Belfast's Titanic Quarter, on Queen's Island in the east of the city to visit the place where the "Ship of Dreams" was designed, built and fitted out by the Harland & Wolff shipyard. Itself in the news this week for another stoking, this time into administration.

I'm sitting in the first-class ladies' powder room on board the SS *Nomadic*, one of the exhibits at Titanic Belfast, the museum built next to the dock where the Titanic was constructed. The *Nomadic* was the tender (water taxi) that ferried the Titanic's wealthy passengers from the dock at Cherbouze, where the Titanic sailed after Southampton: it is the Titanic's little sister, built to the same standard as the same shipyard.

I'm gawping at the covers of two iron portholes bearing the five-point insignia of history's most infamous shipping company, the White Star Line, and marvelling at the original wooden paneling dating from 1911. The *Nomadic*, the last surviving White Star Line vessel in the world – is the closest that a Titanic dock such as myself is ever going to get.

But despite my excitement at the *Nomadic's* finer details, the tiny 1,200-tonne ship (the Titanic weighed about 6,000 tonnes) isn't even the main event for me on this visit. That marvel is across the dockyard, inside Titanic Belfast's main building, where a queue is forming around the glass case containing the Titanic's hottest discovery: a pocket watch. It was presented to Sir Arthur Henry Rostrom – the captain of the RMS *Carpathia*, which came to the Titanic's aid – by three of the Titanic's widows (including 18-year-old Madeleine Astor, then newly married to 47-year-old John Jacob Astor IV, one of the world's richest men in 1912, as a thank-you. A dinky 18th-century timepiece made by Tiffany & Co, I've seen from the WhiteStar auction house Henry Aldridge & Son until the end of October, when it will likely be sold to a private collector. "We were able to go back into the records of The New York Times and find the news report of the watch was presented to Rostrom," Andrew Aldridge, managing director of the auction house, tells me. "It is expected to go for upwards of £80,000."

The pocket watch, however, in its



Shipshape and Belfast fashion

The Northern Irish capital is the ultimate break for ship geeks, says *Laura Jackson*, especially with the new exhibit at the revamped Titanic Belfast attraction

Above, Titanic Belfast, where visitors can learn more about the doomed ship

sealed box, isn't typical of the other exhibits here. Last year the centre had a £4.5-million refurbishment and now all nine galleries are visually immersive and interactive, and on a Saturday morning the attraction is heaving. By 11am I count 16 coaches in the car park and I met visitors from America, Japan and France. "I just want to see the clock at the top of the grand staircase" one precocious seven-year-old says, looking me dead in the eyes when I ask

what he likes about the Titanic. I'm delighted to see the next-gen enthusiasts out in force, and at the weekend too. I'm not surprised that it's so busy – 112 years after the sinking, interest in the ship is still fervent, with recent TV outings including *Titanic: In Colour* and *10 Minutes that Sank the Titanic*. There is even *Titanique*, a stage musical opening at the Criterion in London in December – the strapline for which is "Nothing on earth could be taken between

The Sunday Times September 22, 2024



Jack and Rose. Except for Coline Dinn." I can't wait, obviously.

I was last at Titanic Belfast pre-refurb in 2021 and while lots has changed some of the original exhibits have been retained: the explanation of Belfast's role in linen and ship-making provides context about early 20th-century life in the city, while a cable car ride through a reimagining of the gantry workshop where the Titanic was built offers a sense of the daily struggles for the some 3,000 men working who built it, eight of whom lost their lives before the ship had even set sail.

There's an emotional change of pace when you arrive at a wall covered in the names of all 1,522 people lost and the 743 who were saved. From here on, the exhibition becomes a more poignant journey. The Neveer Agam gallery charts all the ways the Titanic's sinking changed international maritime rules: more lifeboats, an International Ice Patrol established in 1911 and still operating today, plus lifeboat capacity for all passengers on all ships.

The penultimate gallery – the Ship of Dreams – is an immersive light and sound show that rounds up the ship's story from construction to catastrophe. In the centre of the two-story room and suspended from the ceiling is a 7.6m scale model of the Titanic that spins 360 degrees and a backdrop of floor-to-ceiling images of the ship, the dockyard and an iceberg. Over an orchestral soundtrack, stories of the Titanic's passengers are voiced, while beneath my feet, under a glass floor, images shot from above the Titanic wreck float past. I peer down at boilers, holes where funnels should be and the collapsed mast of the bow. Across the room a violin belonging to Wallace Hartley – the band leader who went down with the ship – rattles just two strings and appears suspended in mid-air. It's so powerful that some here in tears. Not me. There was just a bit of dust in my eye.

After all that emotion you would think I would be Titanic-ed out, but no, there's still more to discover – a tour of the exterior of the museum, including slipway number three where the Titanic was built. The tour also takes in parts of the Titanic Hotel Belfast opposite, housed in Harland & Wolff's former HQ, where the Titanic and its sisters were designed, and where I'm spending the night.

"Harland & Wolff used their office to showcase their designs and the rear staircase here is in a similar mould to the iron and woodwork of the Titanic's first-class grand staircase," my guide Natasha Hull explains. "They were saying to potential customers, 'If you think our offices are great, imagine how brilliant our ships are' and that extended down to the last – during the restoration works before the hotel opened (in 2017), Villeroys & Boch tiles were found in the directors' toilets that were also used to line the Titanic's swimming pool."

Along every corridor of the Titanic Hotel is another bit of Harland & Wolff history. In the office once occupied by the Titanic's designer, Thomas Andrews, Continued on page 6

NORTHERN HIGHLIGHTS

From seaweed-strewn rocks to berry-laden hedgerows, Northern Ireland's Mourne Mountains have fed communities – and myths – for centuries. With fishermen, farmers and distillers using age-old techniques, a wild tasting tour awaits

WORDS BY ROSEMARY BARRON. PHOTOGRAPHY BY GARY LATHAM



FOOD and TRAVEL MAGAZINE

August 18, 2024 The Sunday Times



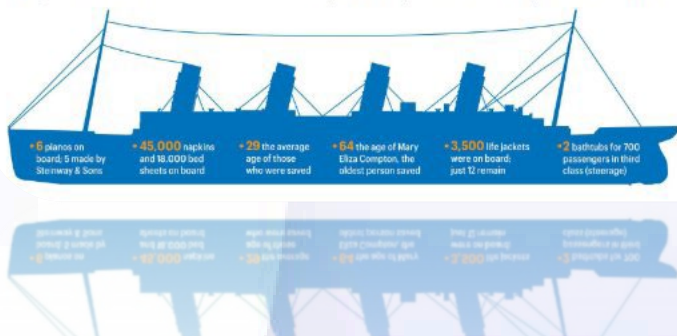
Seven of the best UK islands for a weekend break



Clockwise from north: Lindisfarne Lighthouse, Isle of Anglesey; spot puffins on Lundy or Rathlin; Mamma Systems; MS Odisberg on route from Lundy

How we picked your favourite UK island? Tell us in the comments online

295m Opportunities to see (Q1-3)



Continuing our Belfast guide...
 Discover the story of the Titanic's construction and the role of Belfast in shipbuilding.
 Explore the history of the Titanic's design and the role of Thomas Andrews.
 Learn about the Titanic's sinking and the impact it had on maritime safety.
 Discover the Titanic's legacy and the role of Belfast in shipbuilding today.

Inspiring Visitors – Broadcast



Supporting Economies and Communities



Supporting Economies and Communities – Season Extension

St Patrick's Day knitwear stunt
7m OTS



Derry Halloween



Supporting Economies and Communities – Regions

10 OF NORTHERN IRELAND'S BEST BEAUTY SPOTS

From Game Of Thrones pilgrimage sites to a Stairway To Heaven, **Richard Mellor** knows where to visit this spring



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1. Giant's Causeway

Explanation A: These 40,000 hexagonal basalt columns stretching into the sea were formed by volcanoes about 50 million years ago. **Explanation B:** This UNESCO-protected site came about when one Finn McCool, a temperamental giant, tamed parts of wilder County Antrim seawards to form stepping stones – hence the name. Whichever explanation you favour, it's an astonishingly accessible place. The coastline throws in castles, viewpoints and the wobbly, 50m-high Carrick-a-Ree rope bridge.

of mild North Atlantic drift temperatures. There are ten miles of walls, woods, wooden terraces, sculptures, a smaller lake and the Greek-inspired Temple of the Winds to explore. Late spring brings vivid tulips.



2. Lough Erne

Upper Lough Erne is a maze of narrow inlets, grassy bays and coves where otters are seen. Lower Lough Erne is wilder, encompassing mystical islands such as the beautiful Boa, where Caddagh Cemetery contains strange, pre-Christian figures. Woods, cliffs and grasslands flank both lakes, while separating them is a short, twisting stair that passes the handsome town of Enniskillen.



3. Sperrin Mountains

The wonderfully quiet Sperrin offer 40 miles of low mountains rich in fragrant heather moorland. They're a great place to spot wildlife, with fawns, elk deer, pine martens and golden eagles sometimes seen. Walk up the Silken Glens Gullies, around Lough Pea or through Davagh Forest via the Beaghmore Stone Circles.



4. The Dark Hedges

Spring is a canny time to visit this haunting site, made (too) famous by its Game Of Thrones appearance as the Kingsroad. Planted three centuries ago as an entry to Gracehill House, this avenue of 86 gnarly beech trees now resembles a giant tunnel. For protection's sake, the site has become pedestrian-only – you can park just to the north.

5. Mourne Slieve Donard

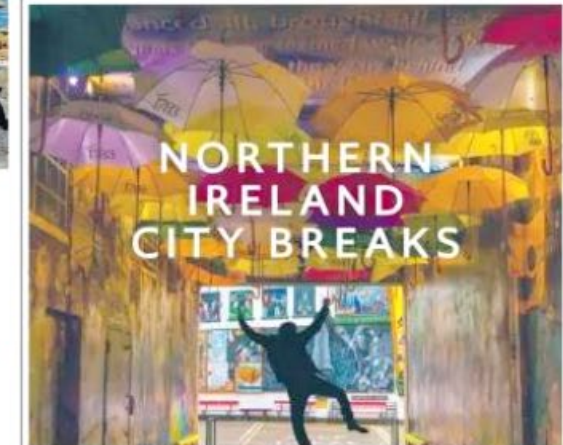
Beside Strangford Lough, this National Trust mansion impresses inside, but it's the subtropical gardens that truly dazzle – not least the rhododendrons, which grow to tree-like sizes courtesy

6. Carrick-a-Ree

of mild North Atlantic drift temperatures. There are ten miles of walls, woods, wooden terraces, sculptures, a smaller lake and the Greek-inspired Temple of the Winds to explore. Late spring brings vivid tulips.

BRITISH AIRWAYS Holidays

18. Mourne Mountains
In the northwestern corner of Northern Ireland, the Mountains sweep down from their rugged, snow-dusted uplands speckled with granite ruins, towards quaint fishing towns. The most popular walks are up the 1,500m Slieve Donard, or shadowing Slieve Valley Reservoir via grasslands, heathwolds and forests. The town of Kesh is known for its seafood.



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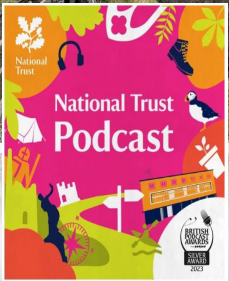
Supporting Economies and Communities – Shared Island



Sustainability

The image is a wide-angle landscape photograph. In the foreground, the stone ruins of a castle are visible, including two prominent circular towers and a central gatehouse. The ruins are situated on a grassy hillside. Behind the ruins is a large, well-maintained green lawn. To the left of the lawn is a dense forest of tall, leafy trees. In the background, a large, calm body of water, possibly a lake or reservoir, stretches across the middle ground. The water is surrounded by more dense green forests on the far shore. The sky is a pale, overcast blue. The word "Sustainability" is written in a large, bold, white sans-serif font across the middle of the image, partially overlapping the trees and the water.

Sustainability



10 of the UK's most scenic rail journeys



The Belfast-Derry train crosses Downhill beach near Coleraine. Photograph: Anze Furtan/Alamy

Belfast to Derry

This two-hour train trip gets seriously scenic after Coleraine, when it partly follows the coast and Lough Foyle. As it runs along Downhill Beach, the sands and turbulent ocean are just outside the window, with the domed Mussenden temple perched on the cliffs above. On through farmland and past views of craggy Binevenagh - a towering cliff on the edge of the Antrim plateau - it will offer views of wintering geese, whooper swans and waders on the shores of the lough.

Within Derry's 400-year-old city walls are excellent cafes such as [Soda and Starch](#) and engaging [guided city walks](#) (from £6). For rainy days, there is the new Derry Girls experience in the [Tower Museum](#) or, over the river, the [Walled City Brewery](#) for a taster-filled tour (£15). Next door, the [Ebrington](#) is a new hotel and spa in a former army barracks with glowing city views across the Peace Bridge (doubles from about £135 room-only).

Singles £14. On Sundays, a [Day Tracker ticket](#) gives unlimited rail travel across Northern Ireland for £9, [translink.co.uk](#)

Northern Ireland for £9, [translink.co.uk](#)
Singles £14. On Sundays, a Day Tracker ticket gives unlimited rail travel across

Fred Sirieix takes on cycling challenge in Northern Ireland and Donegal

Viewers across GB to see our stunning landscapes in new TV series 'Fred's Tour De Ireland'

TV presenter Fred Sirieix – of *First Dates* fame – is filming a new TV series in Northern Ireland and Donegal this month. Called *Fred's Tour De Ireland*, the five-part series will air on ITV1 and the streaming service ITVX in spring 2025. Filming is supported by Tourism Ireland and Irish Ferries.

Viewers will follow Fred as he arrives by ferry into Dublin Port, all set to explore his passion for travel, food and cycling. In each episode, he'll take on a cycle time trial challenge – in the Mourne Mountains, Strangford, Belfast, the Causeway Coast, Derry-Londonderry and County Donegal. Along the way, Fred will take in our stunning scenery, meet some locals and, of course, experience our world-class hospitality. He's already been sharing gorgeous footage from his time here with his 1 million followers on Instagram.





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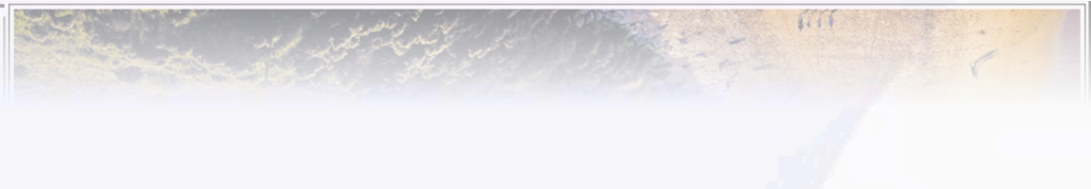


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*average ROI is based on all campaigns and is provisional, while waiting for final results on some campaigns.

Strengthening Partnerships – how to get involved

[Home](#) > [Opportunities](#)

Overseas Opportunities

Discover our industry opportunities to help you promote your business overseas.



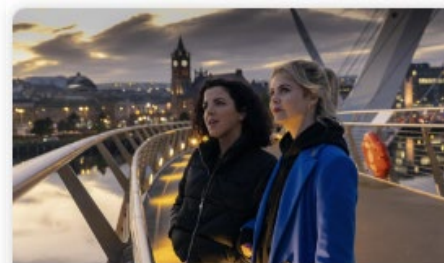
Great Britain - Island of Ireland Co-Operative Campaigns 2025

-  Great Britain
-  Partnership Programmes



Great Britain - Partnership Programme 2025

-  Great Britain
-  Partnership Programmes
-  From 10/12/2024 to 31/12/2025



Great Britain - OTA Co-operative Campaign 2025

-  Great Britain
-  Partnership Programmes
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Tourism Ireland

MARKETING PLANS 2025

Great Britain

Questions and Answers

